

TAMPA, FLORIDA

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RESOURCES

AND

CLIMATIC

DELIGHTS



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THE CITY OF TAMPA

Is an active and hustling place of thirty-five thousand people, situated on Hillsborough Bay, the interior arm of Tampa Bay. It is located on high ground, at a point where the elevated ridge touches the water. Its site is both picturesque and wholesome. It possesses in its activity and the amount of business it does every creditable attribute of a pushing and progressive Northern city—from which section it derives a large proportion of its population.

Tampa is at this moment the scene of the most phenomenal growth and development occurring in the entire South, and its history for the last five years has rarely been duplicated in the United States. The beginning of its growth was with the coming of a railroad in 1886, when it was a straggling village of twelve hundred people. Soon after it was made the location on the mainland of the clear Havana cigar industry. Since then it has grown steadily and beyond the dreams of its most far-seeing business men. The population has increased to thirty-five thousand, and the progress and present status of business may be seen in the following pages. The figures contained in them have been derived from the official records, and are not to be questioned as to their accuracy.

This publication is made by the Tampa Board of Trade, and is chiefly intended to appeal to business men. Therefore, those points which first interest them will be enlarged upon, and an effort made to attract their attention to the actual situation. Requesting them to remember that eighteen years ago Tampa was a small, typical Florida town of little more than a thousand people, they are respectfully requested to carefully peruse the statement of what the city is today.

BANKING.

No more reliable and illustrative index of the business condition of a community, or a section, can be quoted than the figures of its banking business. Money is the lifeblood of a community in all its manufacturing and commercial relations. Where it is abundant and being accumulated business is active and profitable, while development is continuous and population gathers. Fourteen years ago Tampa was, as now, the commercial centre and metropolis—so far as the term would apply—of the six finest and best counties in Southern Florida. In all those counties there was but one bank, and it was located in this city. Its capital was \$50,000, its surplus \$10,000, and its deposits \$275,000. This was the sum total of fiscal facilities in the counties of Pasco, Hillsborough, Polk, DeSoto, Manatee and Lee. The development of the industries and resources of this territory was in exact accord with its financial abilities.

Today there are nineteen banks in the indicated area, with an aggregate capital of \$762,500, surplus and undivided profits exceeding \$700,000, and deposits of \$4,780,000. There are twelve flourishing towns containing banks. The number of banking institutions has been multiplied nineteen times, the capital fifteen, the surplus seventy, and the deposits nineteen—while hundreds of thousands of dollars have been distributed in dividends among shareholders.

The city of Tampa has more than held its own in this remarkable expansion. It has three national banks and one state bank—with a total capital of \$450,000, surplus fund and undivided profits to equal sum, and deposits exceeding three and a half million dollars. Of the territory de-

scribed—of which Tampa is the business centre—this city has four-sevenths of the banking capital, four-fifths of the surplus and seven-tenths of the deposits. These facts are proof not to be disputed that Tampa is the metropolis of the fastest growing section of similar size in the entire country.

CIGAR MANUFACTURING.

A brief allusion to this important factor will shed much light upon the rapidity with which Tampa has come to the front. In 1886 the first factories for the production of cigars from Havana tobacco were established here. The location was found so desirable and the facilities so per-

fect that they were followed rapidly by others, and today this city stands a close and pushing second to world-renowned Havana itself in the manufacture of the delicious cigars which have for more than a century been the acme of taste in the consumption of the weed. The output of this city for 1903 was 167 millions, while that of Havana was 208 millions, of which only 42 millions were sold to the United States. The production of these cigars in Tampa employs a capital of six million dollars, a laboring population of 13,000, an actual working force of 7,800, and involves a weekly payroll in excess of \$100,000. The gross receipts exceed twelve million dollars per year, and the rev-



THE TAMPA BAY HOTEL.

venues derived by the federal government fall but a few thousand dollars short of two millions. When it is considered that this immense amount of money is drawn from all parts of the country, and the world generally, that wages are high and profits liberal, that the workmen are free spenders of their incomes, it can be readily imagined—though not fully understood without personal familiarity with the conditions in their every-day aspect—what a strong backbone has sustained the city in its various stages of growth and development.

Nor has the end of this growth been reached, even in this peculiar line. The past twelve months has witnessed the removal to Tampa of a larger number of clear Havana cigar factories than any previous period of like length, and there is every indication that this will continue. The superior reputation of the Tampa-made cigar is an asset to every factory in the city. It is a guarantee that the article is of genuine material and that its workmanship is equal to the best in the world. The high wages paid and the delightful surroundings have drawn here the most skilled workmen in the world, and their best product is exacted of them. Other manufacturers must come where they can get this class of labor and where their location is at once an advertisement and a guarantee, and in five years the parent city of the Havana cigar will be distanced by Tampa in output, as it already is in excellence of quality and character of workmanship.

JOBGING INTEREST.

During the last twelve years the wholesale houses of Tampa have grown from two in number to thirty-five, and the capital employed from a few thousand dollars to a million and a half. These concerns serve a large territory which is expanding in size and growing richer in every line of development. In all these years there has never been a failure among them. On the contrary, most of them have risen from small beginnings, and are now as large and strong as can be found

in any young city of the country. Almost every line of business is represented—groceries, drygoods, hardware, paints and oils, confectionery, fish, building materials, and in fact everything really needed to the continued development of a wealthy and prosperous section.

The facilities for receiving and distributing merchandise—the crucial point in the establishment of a large commercial city—rank with the best. Owing to active water competition, the rates in are cheap, and the presence of two railroads to most points, with the fact that much of the tributary territory is reached by water and independent boats, the distributing rates are very low. The permanence of the benefits of water-rates is assured by the fact that the channel to the docks of the city—which is already sufficient to be a controlling factor—is being steadily deepened through congressional appropriations. The government engineers have just recommended a depth of eighteen feet, and a powerful railroad is behind a systematic effort to have an ultimate depth of twenty-four feet at the earliest possible date. Deep water, in the fullest commercial sense, may be regarded as a fixed fact.

GROWTH OF TERRITORY.

According to the U. S. Census, the six counties adjacent to Tampa, including Hillsborough, contained in 1880 only 18,593 inhabitants. In 1900 they had 66,166 people. In the four years of intense development since the last census was taken there has been a gain of not less than 6,000 in the city alone, and doubtless as many more in the territory, so that it is today a safe estimate that the total is not less than 78,000.

While the population has gained five fold, the productions exported for sale as a source of wealth have increased many times more. The fruit crop of 1903 reached fully a million dollars, the garden produce as much—the item of vegetables alone from Manatee county exceeding \$200,000. Celery and strawberries this season will together bring

\$265,000 of net profits to the growers. And so on, through a long list which it would be tedious to enumerate.

About one-sixth of the total output of phosphate for the State of Florida is mined in this territory, and hundreds of thousands of dollars are annually expended in wages and supplies. The disbursements from this industry, when added to those involved in the turpentine and lumber production, will easily foot up a million. These items are mentioned merely as clinching proof of the main assertions made in support of the strength of Tampa and the permanence of the sources of its wealth and power. For want of space the business conditions pertaining to Tampa are dismissed with the following summary from the latest report of the secretary of the Board of Trade:

POPULATION.—Within city limits, 22,751. Including suburbs, 34,500.

CUSTOMS COLLECTIONS.—For 1903, \$1,308,531. Increase over 1902, \$68,547.

WATER CONSUMPTION.—Increase of 140,000,000 gallons over 1902, or 25 per cent.

NEW BUILDINGS ERECTED.—In 1903, 660. Value, \$804,000, an increase over 1902 of 34 per cent.

WATER COMMERCE.—For 1902, 169,844 tons.

For 1903, 238,752. Increase, 68,808 tons, or 40 per cent.

BUSINESS LICENSES.—Increase over 1902, in number, 25 per cent; in amount of revenue, 45 per cent.

POSTOFFICE RECEIPTS.—For 1902, \$41,358,46. For 1903, \$47,597.16. Increase, \$6,238.70, or 15 per cent.

STREET CAR PASSENGERS.—For 1902, 4,218,266. For 1903, 5,426,473. Increase, 1,178,207, or 28 per cent.

TELEPHONES.—In use, December 31, 1902, 1,778. December 31, 1903, 2,913. Increase, 1,135, or 63 per cent.

INTERNAL REVENUE COLLECTIONS.—For 1902, \$440,734.94. For 1903, \$510,066.44. Increase, \$69,331.50, or 15 per cent.

BANK DEPOSITS.—December 31, 1902, \$2,732,319.27. December 31, 1903, \$3,271,529.36. Increase, \$539,210.09, or 30 per cent.

RAILROAD TRAFFIC.—Increase in freight received, 11 per cent. Increase in passengers arriving and departing, 17 per cent.

OUTPUT OF CIGARS.—For 1902, 141,905,000. For 1903, 167,630,000. Increase, 25,735,000 cigars, or 18 per cent. Value of output, 1903, \$12,000,000. Wages paid to cigar factory operatives, 1903, \$5,200,000, or \$100,000 per week.



ADJACENT TERRITORY.

Tampa is the seat of government of Hillsborough county. This county is situated about midway of the Gulf coast of the peninsula of Florida. In shape it is a rectangle, forty-eight miles by thirty-six in dimensions, and but for the encroachment of the Gulf on its southwest corner would embrace forty-eight townships. Its land area is still further reduced by Tampa bay and its branches, so that the actual amount of land surface is thirty-six townships, or about 1300 square miles—832,000 acres of available land. The surface is diversified, varying from rolling hills to flat marshes, though of the latter the area is very small. Its seashore possesses many features of the greatest beauty, and almost its full length is protected by islands and keys which make a multitude of safe harbors and a system of "inland" navigation, to which the ramifications of the bay and a number of streams open to small boats add hundreds of miles of water routes for business or pleasure.

The land varies in its quality from rich hammocks that rival the Mississippi bottom for fertility to pine bearing regions of ordinary value. Soil and climate are adequate to the cultivation of all the staples, fruits and vegetables to be found anywhere in the State. A very attractive feature is hundreds of clear, beautiful, sweet, fresh-water lakes of all depths and sizes, which not only beautify the scenery, but modify and temper the climate from the extremes of both heat and cold. The greatest summer heat ever recorded is 95 degrees, and in the winter it is rare that the mercury falls to the freezing point. The nights are cool in the hottest summer, and the heat is dissipated during the hours of sunshine by constantly blowing land and sea breezes.

PRINCIPAL CROPS.

The leading crops raised on farms in this county are corn, cane, potatoes, cassava, rice, peas, velvet beans, millet, and practically all the staples produced in the state. As a rule, however, farming is subsidiary to gardening and fruit raising.

Gardening is successfully and profitably conducted, and the list of products is limited only by the varieties known to the country at large. There is an unlimited market in the principal cities of the country for the products of the winter gardens of South Florida, and no county contributes more largely than Hillsborough to the immense exports of this section to the North. Hundreds of people are engaged in the business, and they find it profitable without exception when well managed.

Hundreds of plats are devoted to strawberries and immense profits are derived from them. The most delicious berries in the world are raised here, and the shipments begin by Christmas and continue through the season. Watermelons and cantaloupes are also favorites with producers, and invariably bring good returns. The work is easy in comparison with the toil of farming in other sections, and it may be engaged in by persons with small capital—or what would elsewhere be practically no capital at all. Many a single acre of celery, egg plant, cucumbers, cauliflower, or some other specially preferred vegetable, yields as much money to the grower in this county as does a forty-acre farm in the flourishing Northwest.

FRUIT CULTURE.

Tampa is now the center of the citrus fruit industry. The groves have again reached in this section the cultivation and quality which make the Florida orange the best in the world. The

crop of last year was a great money maker, and that now on the trees promises to be much larger and to bring more revenue. A good grove will produce three hundred to five hundred boxes, with net returns of \$200 to \$300, from each acre. Such properties are now changing hands at prices reaching up to \$1,000 per acre. They can be produced at one-third the cost, while at the same time the grower can use the ground for miscellaneous and garden farming to an extent which will pay the expense of growing the trees. The approved policy now is to have small groves and keep them in pink of condition. The owner should live on the place, and the difference in the returns on a five-acre grove—as between a non-resident and a man on the spot—will comfortably support a family in

Florida. Well handled, there is no better investment. A ten acre bearing grove, properly handled, will make an average of \$2,500 per year.

To the grove may be added all the advantages of garden and general farming, and if this is done while the trees are being grown to the bearing stage the actual outlay of cash is small and hardly felt at all. At the end of ten years the owner has acquired property worth eight to ten thousand dollars, and has made an excellent living in the meantime. The industry is being rapidly expanded, and there is an unlimited market for the fruit. There is no denying that it takes work and attention to produce the results indicated, and the man who expects to spend his time hunting and fishing better not engage in it.



SOME FRANKLIN STREET BUILDINGS.

There are many other varieties of fruit which pay well for the labor and money expended on them, but there is not space here to go into details.

PRICES OF LANDS.

These vary according to character and location. Wild pine lands in large bodies range from one to five dollars per acre, choice hammock lands from ten to one hundred dollars, and the best selections near the city are held at even higher figures. Small tracts convenient to railroad stations may be had at five to fifteen dollars per acre, and in fact the range of choice and price is almost unlimited. There is room for ten thousand families to make a good living and more in farming and fruit growing in Hillsborough county.

The construction of a comfortable home in this section is a simple and easy matter. All the materials necessary for buildings, fences, etc., except the hardware, are furnished by the place itself and are produced in clearing it up. Implements needed are few and cheap, and the weather permits work in garden or field the year round. No spot in the world affords so great inducements to the poor but energetic man.

More than three-fourths of the people of this county live in the city and towns. This produces a condition very favorable to the farming interests. The urban residents afford a market for farm, fruit and garden produce which is never glutted with supplies, and prices are therefore always good. This is especially true of milk, butter and poultry, for which distant sources of supply are largely called upon the year round.

TRANSPORTATION FACILITIES.

In this respect Hillsborough county is happily situated. Two main lines of trunk railway—the Atlantic Coast Line and the Seaboard Air Line—penetrate it, and each has various branches. The Coast Line also enters the county near the north-

west corner and runs to St. Petersburg, a distance of about thirty miles, along which are several of the liveliest and most prosperous towns in the county. The Tampa and Thonotosassa road runs between the city and lake of that name. The Seaboard terminates at Tampa, and has a branch crossing the eastern section of the county. The Atlantic Coast Line terminates at Port Tampa. There are altogether 143 miles of traffic line railroad in the county, on which there are 38 stations—facilities which can perhaps hardly be rivalled, and certainly not exceeded.

In the matter of water transportation there is a tri-weekly line of steamers to Havana, and weekly lines to Mobile and New Orleans. There are regular schooner lines to New York and New Orleans, a dozen large schooners in the fruit and lumber trade between Tampa and the West Indies and Central America.

Two lines of local steamers run daily between Tampa, St. Petersburg and all points on the Manatee river, a tri-weekly steamer to the Alafia river, and at least fifty small auxiliary and sailing vessels engage in local and coasting trade, extending from Cedar Key to Key West.

The county has twenty-six miles of electric railway, of which twelve miles is in the city of Tampa and the remainder suburban, penetrating country districts.

There are thirty miles of paved country road in the county, and forty miles under contract and construction. \$300,000 in bonds are yet to be sold for the purpose of building one hundred and fifty miles, or thereabout, of additional first-class paved roadway to cover the entire county systematically, and this project will be completed in about four years. Combined with rail and water facilities, this will give Hillsborough incomparably the best and most complete means of transportation of any county in the state, and leave it perhaps without an equal in the South.



NEW GOVERNMENT BUILDING.

CLIMATIC DELIGHTS.

THE WEATHER.

The temperature and other climatic conditions of this section are unsurpassed for salubrity and pleasantness. The winter is marked by abundant sunshine and warmth, the summer by rainfall and coolness.

The average mean temperature of January for the past twelve years, as shown by the government records, is 59 degrees. This is the coldest month of the year. The average means for the months of July and August for the same period are 81 degrees. These are the warmest months. The highest temperature on record is 95 degrees.

The average rainfall per annum for the past twelve years has been 53.05 inches. Of this an average of more than 33 inches has fallen during the months of June, July, August and September, which are commonly known as "the rainy season." The remaining twenty inches is usually distributed equably over the other eight months of the year. This condition makes a winter climate impossible to excel—(dry, sunshiny, and yet cool). For invalids it is the perfection of kindness and gentleness.

The average number of absolutely clear days per month is in excess of ten, of cloudy days less than seven, which is a sunshine record unequalled except on desert lands.

The highest wind velocity ever recorded is 48 miles an hour, and only three times has the wind reached a velocity of 40 miles. Twenty-four hurricanes have crossed some portion of Florida within the past twenty-five years, but as shown by the tables of the weather bureau Tampa has been exempt from such visitations. It has been equally free from phenomenal or damaging rainfalls. With the country for a hundred miles around, it occupies

a position with regard to the trade winds which protects it from violent disturbances of any character.

OUTDOOR LIFE AND HEALTH.

A medical practitioner of long standing has this to say of the relations between the superlative climate of this section of Florida and the conservation of health:

"Climate is defined as the atmospheric conditions of a locality as affecting life, health and comfort. A good climate conduces to the enjoyment of these things. Such is the climate of Florida. This fact needs no extolling in a general way, as it is cognizant to all. The very name of Florida suggests flowers, sunshine, life-out-of-doors, all productive of and coexistent with life, health and comfort. But to particularize and give some practical information to non-residents as to the class of persons most benefited by the climate, I will say: First, the aged, the infirm from whatever cause, especially those predisposed to respiratory troubles incident to colder climates—such as lagrippe, pneumonia, pleurisy, asthma, winter coughs, etc.

"This information should be invaluable to many—a truth that will be universally known in time. I would hasten the time. There may be some question about other things pertaining to Florida; our oranges may not be the best, St. Augustine may not be the oldest American city, Tampa may not be the manufacturing center for fine cigars, but that Florida offers anything less than a wholesome respite of years to those in advanced life admits of no argument.

"Do you know that in the State of New York, for instance, nearly one half of the people who die

after attaining fifty years die of respiratory diseases? The mortality statistics show this to be true. The prevention of these, or any, diseases is better than their cure, even providing cure is certain. How certain, the above statistics show. What applies to New York, it is safe to say, applies alike to most other states. The cause of these diseases cannot be removed—the cold, chilling winters—though many persons do and more could remove themselves, Florida offers to this class almost certain immunity from at least fatal respiratory troubles. Personal observation for twenty years in South Florida has also demonstrated that consumptives in the earlier stages, especially the hemorrhagic types, are quickly and readily restored to health, due largely, no doubt, to the fact that out door life is always inviting and irresistible. An old and experienced medical friend of mine makes the statement that there is no disease that the Florida woods will not cure. While this is probably drawing it rather strong, it is true in a much larger degree than many would believe. Again, there is no class of people more benefited here than those who are the victims of chronic kidney disease. Accurately kept statistics of mortality in this county of Hillsborough for a period of five years ending with 1898, show that there occurred twenty-five deaths in a population of thirty thousand, or less than one death a year in this number. This remarkably low death rate is attributed to the fact that the skin performs in a large measure the function of eliminating the noxious materials from the body, which devolves principally upon the kidneys in colder climates. Advanced medical thinkers of the world have come to the conclusion that the "out-door" plan of treatment with hygienic surroundings constitutes the ideal treatment of disease. Any climate, irrespective of latitude or altitude, that offers the possibility of this method offers health at nature's hands, and no known climate is equal to that of South Florida."

One special advantage offered by Tampa, in

the matter of the recovery of health, is that the invalid can embark in suitable business or find light occupation while deriving all the benefits of climate and other surroundings. One's whole energy can be devoted to proper tasks. It requires no expenditure of force to keep alive, as in harsher regions.

A FRANK COMPARISON.

Frank R. Hatfield, a well known New York newspaper man, in writing of Florida's unexcelled climate, says:

"No invalid, at least no invalid with diseased membranes, should ever go to California, for not only is the phenomenal and fatal climate, with its deadly daily change of forty degrees, sure to aggravate their ailment, but the alkali dust, of which the air out there is always full, is a deadly irritant of itself sufficient to warrant the dictum laid down at commencement of this paragraph.

"Everybody who lives in California is a resigned victim of catarrh. It is an accepted and inescapable product of a climate varying forty degrees between midnoon and midnight every day. I have been to California at least a dozen times, and each time I got there, and the one time that I stayed four days on the coast, I carried my catarrh, as a matter of course, through that whole period, and only dropped it when I struck the dry air of Minnesota, on my way back East.

"Let it add to or subtract from whose pleasure or profit it may; let giddy gushers who going to California for the first time see only its surface attractions, enthuse over the same glibly with pen or tongue, after the manner of amateur scribblers or interested witnesses. I am bound by my individual sense of duty to soberly set down the plain, unvarnished truth herein as to that snare and delusion which has lured so many invalids Pacificward—the glorious climate of California!—and if my words of warning shall deter even one of this class from foolishly subjecting himself or herself to the hardships and harm of a highly ex-

pensive and fatiguing trip, only to fall into the clammy clutches of catarrhal pneumonia, or some form of chronic catarrh (that epidemic scourge of California) at the end of it, I shall care no whit whose prejudices, or mercenary motives, I have had to tread upon in pricking this climatic bubble. California as a tourist objective point is strictly and solely for pleasure seekers and sight-seers in good, robust health, physically able to stand the exhaustion of the journey out there and

the deadly night air when they get there.

"For health, for pleasure or for escape from snow and ice Florida is good enough for me, and I have seen and tested every climate on this continent, not merely once, but over and over.

"Middle Georgia, western North Carolina or the central section of South Carolina around Camden and Aiken are all infinitely superior as winter territory to southern California with its alkali-laden day air, and its membrane-devouring night



NEW CATHOLIC CATHEDRAL.

air. Why should easterners having such a winter paradise as the sunny South within twenty-four hours' comfortable and luxurious ride of their New York or their New England home, drag themselves away out to California—over three thousand miles—to get alkali dust, a climate with 'teeth in it a foot long,' and a bad case of chronic catarrh?

"Natural drift, common sense and the potential law of self-preservation will inevitably take up the foregoing conundrum in due time and solve and settle it forever upon the lines I have laid down myself here, viz: California at any time of year, for sightseers only. The sunny South for all classes of winter tourists—health or pleasure-seekers; and northern New York, New Jersey and New England for natural, perennial sanitariums, and never failing shrines of all that contribute to the truest and highest forms of human happiness and enjoyment."

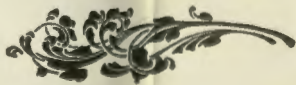
SPORT.

To those who seek recreation on land and water Hillsborough and adjacent counties offer unequalled attractions. Deer are to be found in the recesses of the cypress brakes, while turkeys are more numerous, every season yielding many fine specimens to the enterprising and lucky sportsman. The woods and fields swarm with quail, squirrels are plentiful, snipe freely visit the

feeding grounds every winter, and all varieties of land, shore and water birds are abundant. The game laws are strictly enforced, and the open season always finds game in large quantity and easy of access.

The fishing afforded by the waters of this section is unequalled anywhere. The fresh streams and hundreds of beautiful lakes abound in black bass, bream and perch, and recorded catches are phenomenal. The salt waters teem with every variety of fish known to this latitude, so rich in sea life, with the addition of oysters, crabs and clams. The character of the calm and peaceful sheets of inland waters, the frequent occurrence of shell banks, bars and channels give every facility for knowing where the finny denizens most frequently feed, and consequently the sport never fails to reward the seeker who pursues it.

Among the varieties may be mentioned the lordly tarpon, red and black grouper, Spanish mackerel, speckled trout, pompano, red and mangrove snappers, sheephead, red bass, croakers, drum, and many others—all of which respond readily to the lures of the angler. The shores, islands and keys afford innumerable beautiful camping places to which sportsmen may resort. The weather permits these sports, on both land and water, to be pursued every day in the year, and thousands of people testify to the perfectly satisfying character of the enjoyment by field and flood.



THE PLACE FOR HOMES.

It is one of the most commendable and important qualities of the American people that they wish to own their own homes. There is something about the ownership of a home which means more than the gratification of a sentiment, or even the sense of possession. The owner is more independent, as well as happier. The atmosphere that emanates from the hearthstone inspires the wife and children. The boys are sturdier, the girls gentler, and the trend is to higher and better citizenship. There is a sense of solidity and steadiness, an absence of change, a settling down to a permanent condition, which reflects itself in the character and conduct of those who grow up in it. The best men and women are those who are reared under a roof that belongs to the family.

South Florida generally, and county of Hillsborough in particular, offers to the homeseeker attractions that are positively without a parallel in the world. Here the home can be made more easily and prettier than anywhere. Nature has done so much and required so little that the situation is incomparably the best. The humblest cabin can be covered with perennial bloom, while the grandest mansion can be matched with an environment worthy a royal palace. Fruit and flowers are at the command of the poorest, and the humblest shelter may be made a bower of beauty with less outlay of money and energy than the northern dweller in a city expends on a single bunch of roses—which the dweller in Florida may have every day in the year for the clipping.

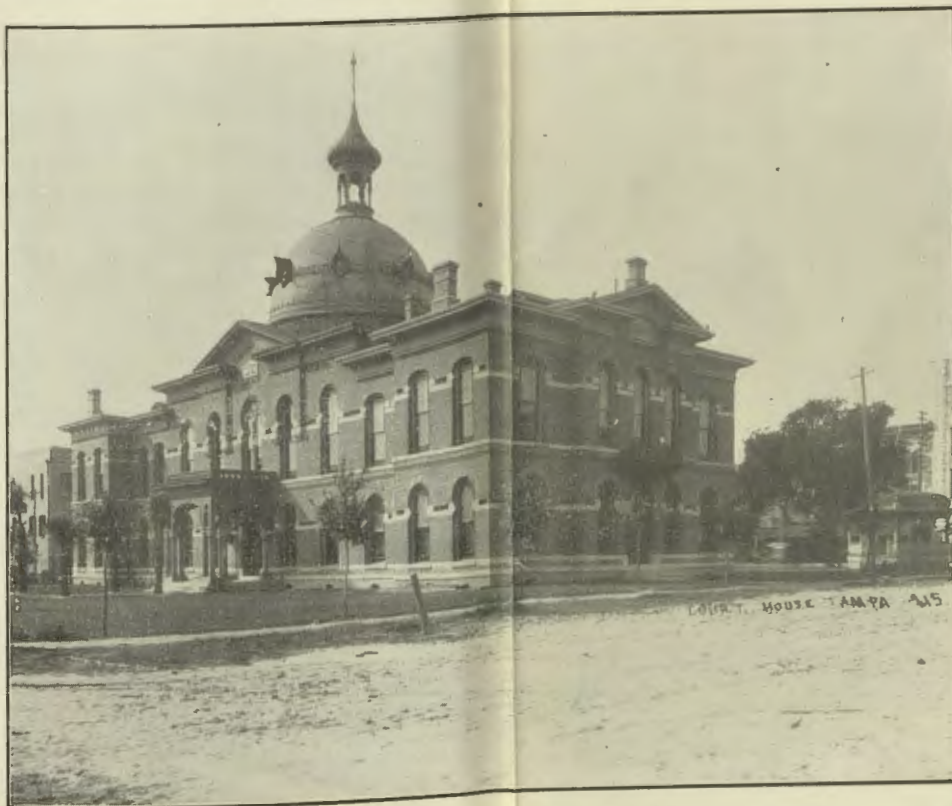
The ease with which a humble country home may be built in this section is almost beyond belief. Nature's moods are mild, her temperatures gentle, her exactions few. Contrasted with the

fierce work of building a home in the West, a similar task in Florida is a pleasant vacation. If need be, the land itself furnishes almost the entire essential material for the house and surrounding improvements. Vegetables planted in any one of ten months of the year will furnish the table in sixty days. Fowls lay and hatch every day in the year. There is no long winter season of desolation, when everything is dormant and the resources gained in the summer must be consumed. The same thrift and energy which must be expended to gain for the pioneer of the West a bare subsistence will here insure wealth, and comfort will be realized from the beginning. The available areas of lands in the North and West are now almost or quite exhausted, and the overcrowded people must look to the South for room. And, singular as it may seem, from causes not necessary to mention, this thus far overlooked section is positively the best of all. Here the making of a living, a sustenance for the family, is not a struggle—merely an avocation. If pushed with vigor and judgment, the head of the household finds himself with a perpetual surplus of the necessities of life. These he can sell to dwellers in cities and towns and to the visitors who seek this clime in winter, and with the proceeds start a bank account. He will also find time to make a specialty of some branch of farming, a grove, or a staple vegetable, from which he can get more money on five acres than from eighty acres of the best land in other sections. Under the eye and care of the thrifty housewife the fowl yard may be made to yield one hundred or two hundred dollars per year. The labor of the little children, between school hours, in the garden or the berry patch, will make them self-supporting.

Altogether and all around, there is no place in the world where the home builder can accomplish his purpose with so much certainty and with so little burden upon his energy, so little tax upon his strength, or amid such pleasing and promotive accompaniments, as here. Nowhere can he make his start with so little means. A hundred dollars will go as far, in case of necessity, as a thousand about and above the fortieth parallel. This is the place where the poor man—provided he only possess industry and good sense—can win a home for his dear ones which in all essential respects is su-

perior to the grandest places of the rich in less hospitable regions. There is room and welcome for ten thousand such homes in Hillsborough county—homes adjacent to schools and churches and markets. Homes where all that is good in life may be had for the mere taking, where the measure of toil and trouble exacted in return is only a small fraction of what the great majority of people pay the world over.

The immigrant will find a cordial greeting awaiting him, his neighbors will become his friends and counsellors, anxious and able to aid him in



HILLSBOROUGH COUNTY COURT HOUSE.

the delicate adjustments always involved in adapting one's self to new surroundings. The fondest and proudest people of Florida are those who have come a long way to enjoy the bounties and beauties in which all freely share. They are here from all sections of our own country and from many foreign lands, and there is room among them for ten thousand more happy homesteads.

A POULTRY FARM.

If there is any one pursuit or occupation which can be unhesitatingly recommended in Florida, and especially in the vicinity of Tampa, for persons of moderate strength, it is the keeping of poultry. There are some drawbacks, but with care they can all be avoided, comprised as they are in the list of troubles common wherever chickens are known. Insects bother to some extent, but they are easily subjugated by a little pains in keeping the coops and yards clean. Diseases sometimes ravage the flocks, but they are more easily guarded against than in other and more severe climates. Feed, if bought, costs a trifle more, but if raised—as it ought to be—costs much less.

The chief point to be considered is the price received for eggs and fowls. Chickens of all ages bring in this market an average of double the money obtained in the middle and northern states while eggs are not of record as being less than 20 cents a dozen. Both are produced more cheaply and with larger profit than anywhere in the country. The mildness of the winter permits hens to continue active in egg production the year round while they may be placed to set in any month, and that broilers and fryers may be put on the market early in the spring when the prices are high. The advantage of raising the little ones in the winter is that the weather is dry, the dewfall small and the circumstances generally favorable—the percentage of loss being reduced.

There are many farmers wives in Hillsborough county who make one to three hundred dollars per year from the fowl yard. One who makes a spe-

cialty of turkeys for Thanksgiving and Christmas clears an average of \$250 per year on an outlay that would be ridiculous to mention. One man in the county keeps a thousand Leghorn hens, and has marketed as much as \$400 of eggs around the Christmas holidays. Another man near Orlando reports the receipts from his poultry farm for 1903 at \$6,000, of which more than half was clear profit. He could have made more had he been near Tampa, as he would have saved all his express charges—the market would have been at his door. This is a branch of industry which has not heretofore been cultivated to one-tenth of its possibilities.

THE PENSIONER.

There is one class of people to whom this section offers the most superior inducements. They are the pensioners, who are receiving from the government a small stipend to balance the disabilities they incurred in the service of the country. They are growing old and feeble, and unable to battle with the rough world. They should come where that battle is not the bitter contest too many of them feel it. Here they will find Nature so so kindly and the result of the labor they are able to do so relatively great, that the ten or twelve or twenty dollars per month they receive assures them financial independence. The aged veteran, who is still able to use his hoe and rake, to plant seeds, to "potter around" the garden, to milk a cow perhaps, can earn his own living through many years of life prolonged by the friendly climate and general conditions. The pension is, or may be made, a surplus fund. There are scores of such instances in Hillsborough county to prove the full truth of these statements.

FURTHER INFORMATION.

A publication like this cannot cover more than a small fraction, in a general way, of what people would like to learn. All persons desiring more specific information about any matter concerning Tampa should write to the Secretary of the Board of Trade, who will reply in full detail to every question. No stamps necessary.



VIEW OF A PORTION OF THE BUSINESS SECTION

